



Education and Industry Consortium

Tuesday, November 19, 2024
12:00 p.m. – 1:30 p.m.

Zoom Meeting ID: 896 7687 7072

Zoom Password: 301432

Zoom Call-In: 1 646 876 9923

**CareerSource Broward Main Conference Room
2890 West Cypress Creek Road, Ft. Lauderdale, FL 33309**

**This meeting is being held in person.
This meeting is also accessible via a Zoom video conference.**

PROTOCOL FOR TELEPHONE/ZOOM MEETING

1. Please state your name when making or seconding a motion. Such as “I move the item, and your name – “Jane Doe.” Please also identify yourself when asking a question.
2. Put your phone/microphone on mute when not speaking. Don’t forget to take it off when you wish to speak. Telephone users must press *6 to mute or unmute yourself.
3. Votes in the affirmative should be “aye” and in opposition should be “no” (delays in responding sometimes make it difficult to determine the intent of the vote).
4. Please be in a quiet area free of background noise, so we may hear you clearly when you are speaking. When using Zoom, please make sure the background is appropriate or choose one of their virtual backgrounds.
5. If you are calling and must leave the call, please don’t put your phone on hold. In some cases, we will get music or recorded messages and we will not be able to conduct business.
6. If you are using your phone for audio, please identify yourself on the screen and state the last 4 digits of the number you are calling from.
7. Please note the chat function has been disabled.

MEETING AGENDA

CALL TO ORDER

IDENTIFICATION AND INTRODUCTION OF ANY UNIDENTIFIED CALLERS

SELF-INTRODUCTIONS

PRESENTATIONS

1. State of the Industry

Ashton Adler, Director of Talent at South Florida Tech Hub, will present on the state of the Information Technology industry, emerging trends, and recruitment challenges.

2. Lightcast Labor Market Software

Douglas Saenz, Business Services Manager, will demonstrate the Lightcast software, which provides staff with comprehensive labor market data, skill demand insights, and employment projections. As part of our value proposition to employers, we use Lightcast to provide them with just-in-time information that assists with making data-driven decisions.

NEW BUSINESS

1. Quarterly Report For The 9/16 Meeting

Approval of the Quarterly Report of the Consortium meeting.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Quarterly Report

Pages 10 – 16

2. **Updates to the Education and Industry Consortium Strategic Planning Matrix**

Consideration to review and approve the updates to the Strategic Planning Matrix PY 24/25.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT Strategic Planning Matrix

Pages 17 – 25

3. **2025 BWDB Legislative Agenda**

Each year, our governing boards develop a legislative agenda. As part of the process, to fulfill our role as conveners, we collect community partner legislative agendas related to workforce development. We also consider federal budget matters and proposed legislation (at both the state and federal levels) affecting workforce development. Consortium input is requested regarding this year’s draft legislative agenda. Our previous legislative agenda is provided for your reference.

RECOMM Approval
ACTION Motion for Approval
EXHIBIT 2024 BWDB Legislative Agenda

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4. **CareerSource Broward Youth Summit**

CareerSource Broward is planning to hold a Youth Summit in the Fall of 2025, focused on services for Opportunity Youth, sometimes referred to as “disconnected youth,” ages 16-24 years old. The event will be aimed at recognizing the barriers and finding meaningful solutions for providing services so that youth see the benefit of connecting with education and employment. The target audience will be education, social workers, mental health professionals, case managers, counselors, and experts from our partners in the community who serve these youth. Consortium member input is requested on the event’s framework and key components.

RECOMM Discussion
ACTION Dependent Upon Discussion
EXHIBIT Memo #03-24 (OPS)

Pages 27 – 28

5. Education and Industry Consortium (EIC) Meeting Calendar 2025

Consideration to approve the EIC Committee meeting schedule. We have scheduled 4 meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a consortium member can attend via Zoom.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	Memo #04 - 24 (Exec)

Page 29

6. Schedule for State of the Industry Speakers

Consideration to approve a schedule for industry speakers. Consortium member input is requested to select the schedule for the state-of-the-industry speakers for 2025 EIC meetings.

RECOMM	Approval
ACTION	Motion for Approval
EXHIBIT	none

REPORTS

1. Healthcare Career Pathways Video

Showcases the various opportunities available in the healthcare industry and highlights the Pharmacy and Radiological Technician due to their high demand and gaps in talent pipelines. The Healthcare Career Pathways video was made possible through the generous support of Broward Health and Memorial Healthcare.

ACTION	None
EXHIBIT	None

2. One-Stop Services Committee Strategic Planning Matrix PY 24/25

On 6/24, the One Stop Services Committee approved their strategic goals and objectives for PY 24/25. The committee tracks progress on achieving the deliverables in the form of a strategic planning matrix which is updated and reported on by CSBD staff throughout the year. This is the updated Matrix presented to the One-Stop Services Committee at their meeting on 11/5.

ACTION None
EXHIBIT One-Stop Services Committee Strategic Planning Matrix

Pages 30 – 39

3. U.S. Small Business Association

CSBD held a meeting with Edward Fears, Director of the U.S. Small Business Administration’s (SBA) Office of Disaster Recovery & Resiliency Field Operations Center who flew in from his Atlanta-based office. The purpose was to discuss partnering to support small businesses during times of disaster. SBA agreed to 1) have exhibits at CSBD job fairs 2) conduct Zoom presentations to employers at future Workforce Wednesday events and 3) provide materials to CSBD regarding disaster loans and resources, which we added to our website on a landing page for employers.

ACTION None
EXHIBIT [Small Business Administration Landing Page](#)

4. CSBD Hosts Broward County Public Schools

CSBD hosted 50 Career Champions at our South Career Center on 11/6. The Champions help students prepare for life after high school. We showcased the marine and healthcare videos to gain more exposure for these industries. A tour of the center will follow the meeting as it is important that they see first-hand the job seeker services CSBD offers to students and their parents. The idea for this collaboration stemmed from our last Education and Industry Consortium meeting.

ACTION None
EXHIBIT None

5. Report on Aviation Industry Employer Forum

CSBD hosted an engaging employer forum with the Aviation Industry on 11/7. This in-person and virtual event was attended by twenty-three (23) individuals representing employers, education, and workforce development. The objectives of the forum were to 1) discuss best practices, skill gaps, talent shortages, and training needs and 2) identify actionable strategies to address the skill gaps and improve the talent pipeline and training needed for the career pathways in the industry. The strategies identified include posting open positions in Employ Florida so CSBD staff can recruit, assess, and refer candidates who match the employer's requirements and increase the number of summer internships in the industry for youth.

ACTION None
EXHIBIT None

6. Paychecks for Patriots Hiring Event

CSBD hosted its 12th annual Paychecks for Patriots Veterans Hiring Fair on 11/14 at the Tamarac Community Center. The event drew the largest number of employers and job seekers since our State of the Workforce job fair earlier this year. The first hour of the event was reserved for veterans and their family members, who were greeted by members of the Board, County Commissioners, the President/CEO of CareerSource Florida, Adrienne Johnston, Melanie Griffin, Secretary of the Florida Department of Business and Professional Regulation and General James Hartsell, Executive Director of the Florida Department of Veterans Affairs who flew in from Tallahassee to be part of this special event. By all accounts, the event was an incredible success!

ACTION None
EXHIBIT None

7. State of the Workforce Breakfast and Job Fair

CSBD, in partnership with the chambers of commerce of Fort Lauderdale, Hollywood, and Pompano Beach and the Port Everglades Association, is participating in the State of the Workforce event on 1/29/25 at the Broward County Convention Center (BCCC). The event includes a networking breakfast where attendees will learn about the latest workforce trends and a Job Fair hosted by CSBD. The BCCC is providing the venue free of charge and parking for attendees, including job seekers, is being provided courtesy of Visit Lauderdale. CSBD is also partnering with Broward County Transit to provide complimentary transportation to job seekers from economically distressed zip codes. Marketing to employers and job seekers for the event will be executed through 1) targeted digital advertisements through geofencing 2) social media and 3) e-blasts.

ACTION None
EXHIBIT [Employer Flyer](#)

8. CSBD Value Proposition Calculators

In response to a Board recommendation, CSBD created two calculators 1) On-the-Job Training and 2) Paid Internship/Work Experience. These web-based/mobile responsive tools enable employers to input information about their work-based training or internship requirements and instantly receive an estimate of the value added to their bottom line by engaging CSBD in these services. Employers can adjust the input data to explore various scenarios and calculate different return on investment possibilities.

ACTION None
EXHIBIT [Value Proposition Calculators](#)

9. Eligible Training Provider (ETP) Performance

CSBD conducted its semi-annual analysis of ETP performance and found that all training programs are in compliance with the Board-mandated 70% training-related placement rate.

ACTION None
EXHIBIT None

10. Florida Impact Honoree

We are proud to announce that Heiko Dobrikow, our Board Chair, will be honored with the Florida Impact Award by the News Service of Florida on 12/10 in Tallahassee. This prestigious award recognizes Florida leaders who have made a significant difference in their communities and the state through corporate social responsibility. Mr. Dobrikow’s dedication to servant leadership within his business and beyond has led to this well-deserved recognition. We are honored to celebrate this accomplishment with him!

ACTION None
EXHIBIT None

11. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.3 percent in October 2024. This rate was 0.2 percentage points higher than the region’s year-ago rate. In October 2024, Broward County’s unemployment rate was 0.2 percentage points lower than the State’s rate. Out of a labor force of 1,093,498, down 5,178 (-0.5 percent) over the year, there were 36,572 unemployed Broward County residents. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions. CSBD recently added a new economic indicator tile to the dashboard, Inflation Rate. The data presented for this tile tracks the annual inflation rate (change in general price levels) over the previous 12 months.

ACTION None
EXHIBITS Broward County Labor Market Information
 [CareerSource Broward Dashboard](#)

MATTERS FROM THE CONSORTIUM CHAIR

MATTERS FROM THE CONSORTIUM

MATTERS FROM THE PUBLIC

MATTERS FROM THE CSBD PRESIDENT

ADJOURNMENT

THE NEXT CONSORTIUM MEETING IS TO BE DETERMINED.

Quarterly Report – Meeting #3**ATTENDEES****Education & Industry Consortium (EIC) Members**

Maria Formoso, Kathleen Hagan, Richard Haughton, Rozeta Mahboubi, Marcy Mills-Matthews, Dr. Steven Tinsley, and Matthew Rocco, who chaired the meeting.

CareerSource Broward Staff

Carol Hylton, Ron Moffett, Rochelle Daniels, and Samantha Vazquez.

Guest(s)

Bert Fowles, Vice President of Marketing and Sales, Island Global Yachting

PRESENTATIONS**1. State of the Marine Industry**

Bert Fowles, VP of IGY Marinas and Chairman of the US Superyacht Association (USSA) presented on emerging trends and recruitment challenges. Mr. Fowles emphasized the importance of a unified industry approach to marketing Broward County, which is currently recognized as the 'Yachting Capital.' He suggested expanding the branding to position the region as a broader 'maritime hub' or 'superyacht hub' to enhance its appeal and prominence within the global maritime industry.

The Consortium members expressed appreciation for Mr. Fowles' comprehensive and insightful presentation. Bert Fowles and the Consortium discussed the following workforce development strategies for the marine industry:

1. Create four (4) one-page case studies, each taking the form of a timeline for a specific job within the industry. These case studies will illustrate the journey from initial exposure to the industry's workforce to becoming a high-performing employee in that role. Kathleen Hagan and Bert Fowles volunteered to lead the development of these case studies.
2. CSBD to pen a letter acknowledging the important contributions of the marine industry to our local economy and to remind the industry's employers (including small businesses) that we welcome the opportunity to serve the maritime employers and encourage them to engage CSBD and the Marine Industries Association of South Florida to access employment services to 1) address skill gaps and 2) improve the talent pipeline and training needed for career pathways. Ms. Hylton indicated CSBD would draft the letter and share it with Mr. Fowles, Ms. Hagen and Board member Lori Wheeler to get their input prior to presenting it to the Employer Services Committee for their approval.

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3. Development of an industry-specific infograph to 1) strengthen employer engagement, 2) outline CSBD's services, and 3) incorporate value proposition data to enhance understanding. Ms. Hylton stated that the staff would ask the state for assistance and look at the feasibility and, if possible, bring an industry-specific infograph to the consortium's next meeting.
 4. Marketing to recently graduated high school seniors who are unemployed and have no plans to pursue further education. Ms. Hylton indicated that the marine industries video will be 1) featured on our website and social media 2) sent to about 3,000 summer youth applicants to share with their parents and 3) shared with our youth providers who serve out-of-school youth.
 5. Seek out opportunities to engage with the Broward County Public Schools Career Champions and BRACE Advisors. Consortium member Maia "Loli" Formosa stated that Broward County has 29 Career Champions, one assigned to each high school. Each Champion oversees a pool of 200 to 300 students. Additionally, there are 29 BRACE Advisors, one per high school, who serve as full-time college and career advisors. Ms. Hylton stated that she would send information regarding job fairs and other CSBD events targeted to youth to Ms. Formosa to ensure that Career Champions and BRACE Advisors are kept informed. Ms. Hylton also offered to host the Career Champions at the south office. It was suggested that Career Champions and BRACE Advisors be connected with the Marine Industries Association of South Florida (MIASF) and its available programs. To facilitate this, Bert Fowles offered to host the Career Champions and BRACE Advisors at the USSA VIP Sky Lounge during the Fort Lauderdale International Boat Show. However, it was noted that entry fees for the Boat Show would still need to be addressed for this to come to fruition. Mr. Fowles indicated he would look into the matter and, if feasible, get back to CSBD with the details.

2. Marine Career Pathways Video

Showcasing the various opportunities available in the marine industry, it highlights the yacht service technician apprenticeship program as one avenue through which job seekers can connect with these opportunities.

The Consortium viewed the video and afterward expressed enthusiasm for the video and discussed the following ongoing efforts and next steps for the video's marketing campaign:

1. CSBD has distributed and will continue to distribute the video to technical colleges and community partners such as Hispanic Unity, United Way, Mission United, etc.
2. CSBD has presented the video and will continue to promote the video at community events.
3. CSBD will provide Bert Fowles with the hyperlink to the video so that he may post it on the USSA website.
4. Maria Formoso will distribute the hyperlinks to both the video and WOW book and website to Career Champions and BRACE Advisors.

NEW BUSINESS

1. The 5/29 Meeting Quarterly Report

Approval of the 3rd Quarter Report of 2024 from the 5/29 Consortium meeting.

On a motion made by Richard Haughton and seconded by Marcy Mills-Matthews, the EIC unanimously approved the 3rd Quarter Report.

2. Education and Industry Consortium Strategic Goals and Objectives for PY 24/25

Considered adoption of strategic goals and objectives to align educational programming with industry needs to provide a framework for the business of the Consortium using the CSBD Planning Matrix for program year 24/25. The Matrix will identify 1) objectives 2) next steps 3) benchmarks and performance measures 4) due dates and 5) status updates.

Consortium Chair Matthew Rocco expressed his support and requested that staff bring updates back to the committee at the next meeting.

On a motion made by Maria Formoso and seconded by Kathleen Hagan, the EIC unanimously approved 1) the use of the Matrix template and 2) to initiate its development by incorporating key points from the meeting's discussion as outlined in this report.

3. Industry Employer Forums

Considered the inclusion of Consortium representation at the CSBD Employer Forums. CSBD holds industry employer forums that bring together education and business leaders. This past year, forums were held encompassing the following sectors 1) information technology 2) manufacturing 3) healthcare 4) construction and 5) financial services. Discussions focus on trends, skill gaps, and training needs in each industry. Based on the insights shared at the forums, strategies are proposed to assist employers in building their talent pipeline.

On a motion made by Marcy Mills-Matthews and seconded by Maria Formoso, the EIC unanimously approved including Consortium representation at the CSBD Employer Forums.

4. CSBD Infograph July 2023 – June 2024

Considered the inclusion of industry-specific information for regional use on the CSBD Infograph. The CSBD Infograph provides an overview of our metrics at a glance. As can be seen from the latest infograph, CSBD hosted 110 recruitment events and job fairs, assisted Broward employers with nearly \$4.5 million in work-based training, and provided over \$3.9 million in occupational training scholarships for eligible participants. We use the infograph to inform the public, local elected officials, the State, and congressional delegations about our activities. Consortium input is requested regarding suggestions for additions or improvements.

The members reviewed the infograph and after discussion agreed that the current format and the information provided was exactly what was needed. They complemented Ms. Hylton and the staff on the current design. Ms. Hylton thanked the members and encouraged them to reach out to either herself or Ron Moffett at any time with ideas for additional uses or distribution methods for the infograph.

On a motion made by Richard Haughton and seconded by Marcy Mills-Matthews, the EIC unanimously approved the CSBD Infograph.

5. Speakers Template

Considered approval of a template for speakers to use when presenting at Consortium meetings. The template provides guidance on the types of topics to be addressed by speakers invited to the meetings. Consortium input is requested for 1) suggestions on additions or improvements and 2) recommendations for the industry discussion at our next meeting.

CSBD will send Nikki Cabus the template to provide to her selected industry speaker for the next meeting.

On a motion made by Marcy Mills-Matthews and seconded by Richard Haughton, the EIC unanimously approved the template for speakers to use when presenting at Consortium meetings.

REPORTS

1. Region 22 Targeted Occupations List (TOL) for Program Year (PY) 24/25

Every Region has an approved TOL. Individuals seeking CSBD-funded training are limited to occupations on the TOL. CSBD reviewed the State's preliminary list and compared it to the Board-approved criteria. The State list was sent to local education and businesses, the Education and Industry Consortium members, and community partners who were also invited to the publicly noticed meetings held 7/8 and 7/31. Based upon responses received, CSBD added forty-four (44) new occupations proposed by the State to the TOL and retained thirty-one (31) occupations that would have otherwise been removed. Changes to our local area's TOL for PY 24/25 were approved by the BWDB and Council of Elected Officials at their meeting on 8/22. The CSBD governing boards are able to add and remove occupations on the list at any time to keep the list current.

The Consortium members were encouraged to review the TOL and not hesitate to contact Carol Hylton or Ron Moffett with suggestions for any changes, including emerging occupations. Upon submission of the recommendations, CSBD will conduct research and present findings to the Board for their approval.

2. Employer Services Committee Strategic Planning Matrix PY 24/25

On 6/3, the Employer Services Committee approved their strategic goals and objectives for PY 24/25. The committee tracks progress on achieving the deliverables in the form of a strategic planning matrix which is updated and reported on by CSBD staff throughout the year. This is the updated Matrix presented to the Employer Services Committee at their meeting on 8/5.

Ron Moffett provided an overview of the planning matrices used by the various committees to track progress on the objectives approved by the Board that stemmed from the annual planning session. He encouraged the members to review the Employer Services Committee Strategic Planning Matrix and not hesitate to reach out to himself or Carol Hylton with their thoughts and suggestions for the Education and Industry Consortium matrix. Additionally, Ron stated that the One-Stop Services Committee Strategic Planning Matrix will be brought to the Consortium at the next quarterly meeting.

3. Tobacco Free Florida Employer Outreach

CSBD is partnering with Nova Southeastern University to support the State's efforts through the Tobacco Free Florida program to reduce tobacco use by Floridians. The program offers 1) individualized quit plans and 2) a 4-week supply of nicotine patches and gum. CSBD will receive \$50 for each individual referred to the program. We plan to share the information on social media and collaborate with the Chambers, industry associations, and community partners to inform the business community. This is an expansion of the program currently in place. CSBD has set up an online registration portal for interested individuals.

Ms. Hylton elaborated that the members could distribute the flyer with their employees, emphasizing they would only need to scan the QR code on the flyer and register to begin the process and benefit from this support service at no cost to employer or employee.

4. Broward County Unemployment and Economic Dashboard

The unemployment rate in Broward County was 3.6 percent in July 2024. This rate was 0.5 percentage points higher than the region's year-ago rate. In July 2024, Broward County's unemployment rate was 0.2 percent less than the State's rate. Out of a labor force of 1,095,776, up 7,081 (+0.7 percent) over the year, there were 39,130 unemployed Broward County residents. The dashboard is a value-added resource allowing businesses the ability to make data-informed decisions.

Bert Fowles expressed recognition of the usefulness of this data and indicated he would share it within his circles.

Richard Haughton informed everyone that data may be available from the Fort Lauderdale executive airport that may be of interest. Ms. Hylton agreed and stated that staff would research acquiring data from the Fort Lauderdale Executive Airport and incorporating it into the dashboard.

MATTERS FROM THE CONSORTIUM CHAIR

None.

MATTERS FROM THE CONSORTIUM

The following upcoming event information was provided:

- **FHG Marine Engineering Grand Opening & MIA SF Member Mingle**
 - **Consortium Contact:** Kathleen Hagan
 - **When:** Thursday, Sept. 19, 2024 – 5:30 pm to 7:30 pm
 - **Where:** 2004 NW 25th Ave. Pompano Beach, FL 33069
 - **Registration and more information:** <https://www.miasf.org/event-rsvp/15039>

- **CTACE Meeting with Career Champions**
 - **Consortium Contact:** Maria Formoso
 - **When:** Fall, 2024 (additional details pending)

- **SFMA Women in MFG Speaker Series**
 - **Consortium Contact:** Matthew Rocco
 - **When:** Thursday, Sept. 26, 2024 – 5 pm to 7:30 pm
 - **Where:** Location – Lauderdale Yacht Club – 1725 SE 12th St, Ft. Lauderdale, FL 33316
 - **Registration and more information:** <https://sfma.org/events/wim-lutoff/>

- **Fort Lauderdale International Boat Show**
 - **Consortium Contact:** Kathleen Hagan
 - **When:** Thursday, Oct. 30 to Nov. 3, 2024
 - **Where:** Bahia Mar Yachting Center – 801 Seabreeze Boulevard, Fort Lauderdale, FL, USA, 33316
 - **Registration and more information:** <https://www.flibs.com/en/home.html>

- **Aviation Event**
 - **Consortium Contact:** Richard Haughton
 - **When:** December 2024 (additional details pending)

- **Career Fair for High School Seniors**
 - **Consortium Contact:** Maria Formoso
 - **When:** May 2025 (additional details pending)

MATTERS FROM THE PUBLIC

None.

MATTERS FROM THE CSBD PRESIDENT

- Development of Additional Career Pathways Videos – Ms. Hylton stated the Marine video is the first of four, with the development of Healthcare, Information Technology, and Manufacturing underway. An additional video targeted toward veterans is also planned. CSBD will distribute each video to the consortium members as it is completed.
- CSBD Signature Events – Planning for Worlds of Work (WOW) (March 2025) and the State of the Workforce Breakfast and Job Fair (January 2025) is underway. The Consortium’s participation and attendance are strongly encouraged, even if just for an hour, to see the significant impact these events have on the community, particularly on the youth at the WOW.
- CSBD Podcasts – Efforts toward incorporating podcasting into our marketing strategies are underway and the Consortium can expect to receive invitations for their participation in the future.
- CSBD Website’s Chatbot – The CSBD website has recently launched a new chatbot named Sam. It can be found throughout the website in the bottom right-hand corner of the page. Since the chatbot is still in its learning phase, the Consortium members are encouraged to test it out and bring any suggestions for improvements to our attention.

THE NEXT CONSORTIUM MEETING IS NOVEMBER 19, 2024



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EDUCATION AND INDUSTRY CONSORTIUM

Strategic Planning Matrix for PY 24/25

Heiko Dobrikow, Board Chair

Matt Rocco, Education and Industry
Consortium Chair

Carol Hylton, President/CEO

CONNECTING • REIMAGINING • INNOVATING

Transformative Partnerships For Tomorrow's Workforce

CareerSource Broward Mission:

To provide innovative solutions through the professional delivery of quality services which consistently and effectively meet workforce needs.

CareerSource Broward Vision:

To be the premier workforce agency facilitating better jobs and providing quality workers that enhances the quality of life and builds a sustainable economy for Broward County.

Education and Industry Consortium Goal:

To convene local leaders who can provide information about education and workforce opportunities to businesses and job seekers to align educational programming with industry needs.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

**CareerSource Broward Strategic Goal #2:
Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.0 Schedule Industry experts to attend meetings.	<p>2.0.1 Identify the order of industries.</p> <p>2.0.2. Work with Consortium members to identify speaker(s) at each meeting.</p> <p>2.0.3 Develop a template to share with the speakers so they can target their remarks and cover the state of their industry, emerging trends, and recruitment challenges.</p>	<p>The order of the industry presentations is established.</p> <p>At each meeting, a different industry is assigned to present on the workforce trends in the industry.</p> <p>A Template is developed for speakers so they can target their remarks.</p> <p>A minimum of 3 industry guest speakers present at the quarterly industry consortium meetings.</p>	03/25	<p>On Target: We had our first meeting, which follows the structure of hosting a guest speaker to present on the State of the Industry, on 9/16/24. Bert Fowles, Vice President of Marketing and sales at Island Global Yachting, presented the State of the Marine Industry (his actual presentation was titled “Private Maritime Industry Insights and Trends”).</p> <p>CSBD developed a Speakers Template which was provided to (and used by) the marine industry guest speaker. As a result, the following workforce development strategies for the marine industry are being implemented:</p> <ol style="list-style-type: none"> 1. Create four (4) one-page case studies, each taking the form of a timeline for a specific job within the industry. These case studies will illustrate the journey from initial exposure to the industry’s workforce to becoming a high-performing employee in that role. Kathleen Hagan and Bert Fowles volunteered to lead the development of these case studies. 2. CSBD to pen a letter acknowledging the important contributions of the marine industry to our local economy and to remind the industry's employers (including small businesses) that we welcome the opportunity to serve the maritime employers and encourage them to engage CSBD and the Marine Industries Association of South Florida to access employment services. 3. Market to youth and engage with the Broward County Public Schools Career Champions.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

**CareerSource Broward Strategic Goal #2:
Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.1 Consider inviting Consortium members to CSBD-sponsored events and employer Forums.</p>	<p>2.1.1 identify and create a list of upcoming events such as job fairs, Workforce Wednesdays, and employer forums.</p>	<p>Upcoming events are identified and a list of upcoming events is created.</p> <p>Consortium members are invited to CSBD-sponsored events and employer Forums.</p>	<p>12/24</p>	<p>On Target: We have drafted a “Save the Date” email / Outlook calendar invite and established a schedule for periodically sending reminders to Consortium members about events they may want to attend.</p> <p>Consortium members were invited to the following:</p> <ol style="list-style-type: none"> 1. Manufacturing Industry Forum 2. Hospitality Industry Forum 3. Aviation Industry Forum 4. Paychecks for Patriots Job Fair.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

**CareerSource Broward Strategic Goal #2:
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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.2 Consider additional ways to Educate youth early on about career pathways and the interconnectivity between industries and interests.</p>	<p>2.2.1 Expand partnerships with education providers and create a plan for collaboration.</p>	<p>Meetings are held with our Eligible Training Providers and WIOA Youth providers, and materials are provided for them to use to educate youth and their parents on how CSBD is a resource for career exploration.</p>	<p>03/25</p>	<p>On Target:</p> <ol style="list-style-type: none"> 1. CSBD staff will meet with FAU's vice president and provost of the FAU Broward campuses in November to start the process of including CSBD content in the FAU newsletter, which students and alumni receive. 2. We have added an agenda item for the Youth Committee to provide their input on strategies to bring greater community awareness to our youth programs to educate youth and their parents on how CSBD is a resource for career exploration. 3. CSBD hosted a Career Champions meeting at our South Career Center on Wednesday, 11/6. We showcased the marine and healthcare videos and gave the attendees a tour of the center, where they saw first-hand the job seeker services CSBD offers to students and their parents. 4. A meeting with our Eligible Training Providers is scheduled for December.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

**CareerSource Broward Strategic Goal #2:
Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.**

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.3 Consider ways to assist employers and job seekers with 1) upskilling and 2) reskilling to create upward mobility and new opportunities.</p>	<p>2.3.1 Conduct research to learn best practices for marketing workforce services to small businesses.</p> <p>2.3.2 Create testimonial social media content that showcases how CSBD can assist employers and job seekers with upskilling and reskilling.</p> <p>2.3.3 Build an interactive landing page on our website with a calculator marketing our value proposition so that users can quantify the value of our services.</p> <p>2.3.4 Redesign outreach packets to use more plain language.</p>	<p>Research is conducted and best practices are implemented, if feasible.</p> <p>Social media testimonial content is created.</p> <p>The landing page is launched and marketed to employers, Chambers, and business associations.</p> <p>Outreach materials are redesigned.</p>	<p>01/25</p>	<p>On Target: Research is ongoing, and we have identified business conferences in Florida that we may register for and attend. We are also in the process of refreshing industry-specific business outreach materials using plain language for our business services team.</p> <p>The creation of social media testimonial content is ongoing.</p> <p>CSBD has created two calculators: 1) On-the-Job Training and 2) Paid Internship/Work Experience. These web-based/mobile responsive tools enable employers to input information about their training or internship requirements and instantly receive an estimate of the potential cost savings offered by CSBD. Employers can adjust the input data to explore various scenarios and calculate different return on investment possibilities. CSBD Employer Outreach Staff are sharing the calculator with their employers.</p> <p>A broader marketing campaign is in development. CSBD Communications staff is redesigning outreach packets to use plainer language and promote the value proposition.</p>

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

CareerSource Broward Strategic Goal #2:

Maintain our Role as Workforce Development Leaders Through Advocacy by the Board, Collaboration, and Providing Information and Intelligence to Stakeholders with Feedback from the Community.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.4 Explore ways the Consortium members can promote CSBD and CSBD's value proposition and expose employers and industries to its services and financial incentives.</p>	<p>2.4.1 Identify ways the Consortium members can promote CSBD and CSBD's value proposition and create a list to share with them.</p>	<p>A list is created and shared with the Consortium members.</p>	<p>12/24</p>	<p>On Target: A review of our marketing and communication plan has been completed and we are in the process of developing a list of ways that consortium members can use to promote CSBD such as:</p> <ol style="list-style-type: none"> 1. Reposting on social media 2. Capturing and sharing testimonials 3. Including CSBD segments on the members' existing podcasts 4. Including CSBD segments in newsletters. 5. Inviting CSBD to events 6. Introducing CSBD to colleagues 7. Adding CSBD's logo to member email signature lines 8. Inviting members to participate in CSBD podcasts.

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.5 Consider including youth input during the creation of a podcast and inviting them to be on it. This would give them a voice and create an opportunity to reach more youth.</p>	<p>2.5.1 Develop a podcast oriented to youth to develop relationships with the youth so that they see the benefit of connecting with education and employment.</p>	<p>A podcast oriented to youth is developed and produced.</p>	<p>03/25</p>	<p>On Target: Staff is developing a podcast calendar that will identify the topics and guests scheduled for the year. Our first video podcast, <u>How Employers Can Leverage the SYEP</u>, was recorded on 10/30 and is being edited for release in November.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.6. Consider other groups to present our services to such as the Rotary Clubs, Toast Masters, and the Civil Air Patrol.</p>	<p>2.6.1 Engage the groups listed to schedule presentations to their members about our services.</p>	<p>Groups such as Rotary Clubs, Toast Masters, and the Civil Air Patrol are engaged, and presentations about our services are given to their members.</p>	<p>03/25</p>	<p>On Target: CSBD is contacting the local Rotary Clubs to present employer services to their members. To date, we have presented to five (5) Rotary Clubs:</p> <ol style="list-style-type: none"> 1. Fort Lauderdale 2. Pompano Beach 3. Hollywood 4. Hallandale Beach 5. Weston <p>Two (2) more are scheduled. All of our presentations were well received. Several of the attendees expressed that they were not aware of the extensive services CSBD provides to the business community. As a result, staff is following up with the employers who want to learn more about our services and we also leveraged our presentations at the meetings by sharing photos on our social media sites.</p>

Broward Workforce Development Board

2024 Legislative Agenda

1. Support Legislation that Expands Workforce Development and Apprenticeship Programs

Continue to support legislation and funding for this work-based training option. Apprenticeship programs help recruit and develop a highly skilled workforce while improving an employer's productivity, profitability, and bottom line.

2. Support Legislation that Expands Welfare Transition Program Options under Chapters 414 and 445, F. S.

- To allow for year-round work experience for at-risk youth.
- To allow for the use of WTP funds for additional support services during transition for a period of time to address the cliff effect.

3. Support Workforce Housing Legislation/Initiatives

Support full use of dedicated revenues under the Sadowski Affordable Housing Act for Broward's housing programs and projects, along with modifying the current Sadowski distribution formula to recognize the demand in both the homeowner and rental markets.

4. Support the use of Opportunity Zones and Census Property Tracts in WIOA Reauthorization for Eligibility Determination for Youth and Adults

Support Federal legislation in WIOA reauthorization to allow the use of Opportunity Zones for Youth and Adult eligibility rather than household size and income to streamline enrollment, as by definition, opportunity zones are low-income communities certified by the U.S. Department of the Treasury.

5. Support Legislation that Provides Local Board Discretion in how Workforce Innovation and Opportunity Act (WIOA) Funds are Spent

Support Federal legislation to amend WIOA to allow local boards the flexibility to decide the percentage of funds budgeted to expend on in-school and out-of-school youth services in a manner that serves the maximum number of youth and best suits the needs of the local communities and economy.



Memorandum #03 – 24 (OPS) Revised

To: Education and Industry Consortium

From: Carol Hylton, President/CEO

Subject: CareerSource Broward Youth Summit

Date: November 14, 2024

SUMMARY

CareerSource Broward is planning to hold a Youth Summit in the Fall of 2025, focused on services for Opportunity Youth, sometimes referred to as “disconnected youth,” ages 16-24 years old. The event will be aimed at recognizing the barriers and finding meaningful solutions for providing services so that youth see the benefit of connecting with education and employment. The target audience will be education, social workers, mental health professionals, case managers, counselors, and experts from our partners in the community who serve these youth. Consortium member input is requested on the event’s framework and key components.

BACKGROUND

Opportunity Youth are young people between the ages of 16 and 24 years old who are disconnected from school, work, and society. This time period is also referred to as emerging adulthood. Youth who move through high school and on to post-secondary school or training are on their way to productive lives. Opportunity youth often got lost along the way because they may have fallen behind in school, aged out of foster care, lived in an impoverished area, had a brush with the criminal justice system, or were affected by other events that interfered with their ability to progress. The WIOA out-of-school youth program is one of the few national programs targeted at this group.

DISCUSSION

We need better and more diverse ways to recruit disconnected youth and to provide a path for them to succeed. As a community, we need to understand what services these youth value to be able to develop relationships with the youth so that they see the benefit of connecting with education and employment. The target audience will be education, together with community partners, education partners, parents, social workers, mental health professionals, case managers, and counselors who are serving this population, as well as youth who have graduated from our out-of-school youth programs. There has been much written on the subject but very few replicable strategies.

Spearheading a Youth Summit will highlight the issue and may provide answers applicable to our local area. As a society, we cannot afford to lose these young people. The Summit will provide a forum to hear from experts who have studied these issues, for the attendees to share innovative ideas, and to foster collaborative solutions. The Summit would be scheduled for a ½ day and would include:

- Panels of individuals with experience and expertise in understanding these youth
- Youth's voices from the target age group
- Representatives from Community-Based Organizations who work with this population; and,
- Representatives from our education partners.

RECOMMENDATION

Education and Industry Consortium members provide input on the event's framework and key components.

Memorandum #04-24 (Exec)

To: Education and Industry Consortium
From: Carol Hylton, President/CEO
Subject: Meeting Calendar for 2025
Date: November 12, 2024

SUMMARY

Consideration to approve the Education and Industry Consortium (EIC) 2025 meeting schedule. We have scheduled four (4) meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a consortium member can attend via Zoom.

BACKGROUND

The EIC approves a calendar so the members can set aside the time necessary to attend and participate in the consortium meetings.

DISCUSSION

We have scheduled 4 meetings for the upcoming year. Meetings are in person. On occasion, if necessary, a consortium member can attend via Zoom. The following calendar is proposed for EIC approval:

Location	Day	Date	Time
CareerSource Broward Main Conference Room 2890 West Cypress Creek Road Ft. Lauderdale, FL 33309	Tuesday	2/25/25	12:30 p.m.
		5/27/25	
		8/26/25	
		11/25/25	

Additional meetings may be scheduled as needed.

RECOMMENDATION

Approve the above meeting calendar for 2025.



CareerSource
BROWARD

A proud partner of the
AmericanJobCenter
network

ONE-STOP SERVICES COMMITTEE

Strategic Planning Matrix for PY 24/25

Heiko Dobrikow, Board Chair
Rick Shawbell, OSSC Chair
Carol Hylton, President/CEO

CONNECTING • REIMAGINING • INNOVATING

Transformative Partnerships For Tomorrow's Workforce

CareerSource Broward Mission:

To provide innovative solutions through the professional delivery of quality services, which consistently and effectively meet workforce needs.

CareerSource Broward Vision:

To be the premier workforce agency facilitating better jobs and providing quality workers that enhances the quality of life and builds a sustainable economy for Broward County.

One-Stop Services Committee Goal:

To maximize employment and training opportunities for all job seekers, including those with multi-faceted barriers.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.0 - Continue to expand the use of social media by researching methods to measure marketing impact.	2.0.1 - Research what other regions of similar size have implemented using social media.	Research is conducted, and a plan is created regarding best practices.	12/2024	<p>On Target: We researched other CareerSource regions and also attended a session at the Workforce Development Summit held in September on best practices for social and digital marketing. As a result, we have developed social media content calendar. CSBD Communications is using the calendar to create a new social media plan moving forward. This will ensure we are on pace with the Marketing & Communication Strategic Plan for Program Year 24/25 to increase our social following by 10% by June 2025. To date, LinkedIn followers increased by 7.8%.</p>
	2.0.2 - Develop an internal system to track the impact (success) of the various marketing campaigns.	<p>The system is developed and implemented.</p> <p>Review data analysis bi-monthly as campaigns are launched.</p> <p>A minimum of 3 campaigns will be launched.</p>	3/2025	<p>On Target: CSBD is tracking marketing effectiveness using Campaigner, our email marketing platform.</p> <p>CSBD is also utilizing unique QR codes on materials used for specific campaign initiatives which allows us to track the effectiveness of the various campaigns and marketing efforts. Campaigns with unique QR Codes include:</p> <ol style="list-style-type: none"> 1. The Marine Video 2. Tobacco Free Florida 3. Neighborhood Job Fairs 4. Manufacturing Career Fair 5. Hospitality Career Fair; and, 6. Paychecks for Patriots. 7. State of the Workforce Job Fair 8. The Healthcare Video 9. SYEP Registration <p>We are currently reviewing the data to determine the effectiveness of these campaigns in reaching targeted audiences.</p> <p>Utilization of Google analytics has been implemented and a report to the committee is forthcoming.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.	2.1.1 - CSBD staff will cross-train Broward County's Family Success and Veterans Services teams on the services available.	CSBD and Broward County staff have been cross-trained.	11/2024	<p>On Target: During June, Family Success staff trained CSBD staff at each of the One Stop Centers on the services they provide and how to assist customers with applying for the services they need. CSBD trained Family Success staff on 8/13.</p> <p>The training for CSBD's Veteran Team and Broward County's Veteran Services Officers is being scheduled.</p>
	2.1.2 - Meet with Tara Williams, the Director of Broward County's Human Services Department to discuss increasing CSBD signage in the Family Success Centers & Veterans Services Offices.	CSBD signage is placed in all Family Success Centers and Veterans Services Offices.	2/2025	<p>On Target: To prepare for our meeting, CSBD is refreshing signage, materials and flyers for our current initiatives such as the non-custodial grant program and our veteran services. These will be presented when we meet with Ms Williams so we are ready to go.</p>
	2.1.3 - Meet with Laurette Jean, Assistant to the County Administrator to discuss CSBD services and ways to partner.	CSBD will conduct a presentation with key Broward County staff.	2/2025	<p>On Target: On 7/2, the Sr. VP of OPS and Community Outreach Liaison met with Laurette Jean. She is responsible for expanding the county's services to the Broward Municipal Services District, the unincorporated part of Broward County. We provided an overview of CSBD's jobseeker and employer services. Ms. Jean was added to CSBD's community news distribution group so that she's aware of upcoming events. We shared CSBD flyers with her to cascade to her team members. We are tentatively scheduled to present on 11/15.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.1 - Consider ways to build on our relationship with Broward County and, as they identify workforce needs, seek ways to partner.	2.1.4 - Engage Broward County Transit for free transportation to State of the Workforce Job Fair	Bus Routes are developed	1/2025	On Target: CSBD reached out to Tim Garling, Deputy General Manager, Broward County transportation Department in August. They are looking forward to working with us to provide free transportation to the 2025 State of the Workforce Job Fair on 1/29/25.
2.2 - Explore additional ways to share information regarding our services with all 31 Broward municipalities.	2.2.1 - Identify municipalities that CSBD has not yet presented to or conducted a tour of the one-stop centers and conduct outreach to begin setting meetings.	Target list created.	2/2025	Completed: Target list has been researched and created. We have identified 23 municipalities.
	2.2.3 - Meet with key Staff from municipalities to develop strategies to market our services to expand our outreach.	A minimum of 8 meetings are scheduled and held and additional strategies are developed and implemented.	3/2025	On Target: Carol Hylton and the CSBD staff met with: 1) Mayor Joy Cooper of Hallandale Beach on 8/19 2) Mayor Michelle Gomez of Tamarac on 8/21, as a result, CSBD secured the Tamarac Community Center at no cost for our P4P Job Fair. 3) Local Economic Development staff met with CSBD and Edward Fears, Deputy Director of the US Small Business Administration regarding emergency funds, small business loans, recovery efforts, and toured our South center on 9/17. 4) Commissioner Sharon Thomas the City of Lauderdale Lakes tour set for 11/7 5) Mayor Felicia Brunson of the City of West Park tour set for 11/21.

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
<p>2.3 - As convenors of workforce services, explore opportunities to work with local education partners to bring training development needs for emerging occupations, such as Robotics and AI.</p>	<p>2.3.1 - Research to identify current and emerging job roles in AI and related fields within the Broward economy to include an evaluation of existing educational programs/courses offered by local education partners related to AI</p>	<p>Assessment is completed and a report is created identifying emerging occupations.</p>	<p>12/2024</p>	<p>On Target: CSBD staff met with Dr. Jaap Donath of NSU's Innovation Center regarding emerging occupations in AI. He stated that AI is changing daily therefore training for specific occupations in AI is not something he's seeing. FAU offers bachelors and master's degree programs in AI. Based on their availability, we are scheduled to meet on 12/3.</p>
	<p>2.3.2 - CSBD Business Services intermediaries will poll employers during forums, chamber events, etc., to get employer input.</p>	<p>Add occupations to the Targeted Occupations List (TOL) if they meet the qualifications. Share information with education providers to incorporate into their curriculum.</p>	<p>12/2024</p>	<p>On Target: CSBD held industry employer forums in 1) information technology 2) manufacturing 3) healthcare 4) construction 5) financial services and 6) Hospitality. Representatives from the industry, education, economic development, and workforce development attended each forum and we poll attendees to get input and develop workforce strategies. In addition, we have convened 2 meetings of the Education and Industry Consortium to get their input and share information to align education with workforce talent needs.</p>
<p>2.3 - As convenors of workforce services, explore opportunities to work with local education partners to bring training development needs for emerging occupations, such as Robotics and AI.</p>	<p>2.3.3 - Education & Industry Consortium Committee (EIC) members to provide input on skills gaps in emerging industries.</p>	<p>Employers and Educational partners attend an upcoming EIC meeting</p>	<p>3/2025</p>	<p>On Target: Employers and educational partners attend EIC meetings. Members include: <ol style="list-style-type: none"> 1. Matthew Rocco, South Florida Manufacturers Association (Manufacturing) 2. Maria Formoso, School Board of Broward County (K-12 Education) 3. Kathleen Hagen, FHG Marine Engineering (Marine) 4. Richard Haughton, Haughton Media Management (Aviation) 5. Rozeta Mahboubi, Florida Restaurant Lodging Association, Broward Chapter (Hospitality) 6. Marcy Mills-Matthews, Broward Health (Healthcare) and 7. Dr. Steve Tinsley, Broward College (post-secondary education) The consortium has established strategic goals and objectives to address skill gaps.</p>

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.4 - Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.	2.4.1 - CSBD Staff research career ladders for programs mapped to emerging occupations such as AI.	Research is conducted and a list of occupations is created.	12/24	<p>On Target: Staff is researching career ladders for programs mapped to emerging occupations in our targeted industries.</p> <p>We are planning to survey our current ITA providers to determine if and how they have incorporated AI into their training programs. We are currently developing survey questions.</p>
2.4 - Market career ladders and career pathways in emerging occupations, such as AI, to create a more resilient economy.	2.4.2 - Using research information, Career ladders or career pathway marketing materials created	CSBD Communications Staff will market the career ladders campaign via social media.	1/25	<p>On Target: As career ladders for programs mapped to emerging occupations in our targeted industries are identified a project plan will be created and we will engage staff in Communications to develop marketing and outreach materials using social media and incorporated into events such as our WOW Youth Career Exploration event and in meetings with our ITA providers.</p>
2.5 - Consider forwarding Outlook invites to the board members for CSBD events that may be of interest to them and encourage members to share with fellow business leaders.	2.5.1 - Develop a process for identifying events and sending invites.	Optional Outlook invites will be sent to CSBD Board members.	8/24	<p>On Target: Board and committee members are provided notice of our industry forums and Workforce Wednesday events on an on-going basis.</p> <p>Additional "Save the Dates" will be sent for upcoming Events such as:</p> <ol style="list-style-type: none"> 1. Paychecks for Patriots Job Fair 2. State of the Workforce Breakfast & Job Fair 3. Worlds of Work – Youth Career Exploration 4. Hospitality & Tourism Forum 5. Aviation Industry Employer Forum

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Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
2.6 - Explore additional ways to express our message to ensure our audience's understanding, using plain talk and simplification.	2.6.1 - The CSBD IT Department will research services, software, or tools that can evaluate the grade level of our documents/presentations in order to be successful in reading our target demographic.	Research conducted and recommended tools evaluated and selected.	12/24	<p>On Target: CSBD's IT Department is researching services, software, or tools that can evaluate the grade level of our documents / presentations in order to be successful in reading our target audiences.</p> <p>We are currently in the testing phase with a product called Hemingway, a web-based AI application that evaluates readability and grade level for written content.</p>
	2.6.2 - Make updates to documents and deploy them to the field.	Document updates are made and accessible via the CSBD internet.	3/25	<p>On Target: CSBD is refreshing materials using plain language. We are also using the approach when developing outreach materials for new initiatives.</p>
4.0 - Consider outreach to additional groups such as PTAs, faith-based organizations, and other community organizations	4.0.1 - Develop a list of organizations to target for community outreach to schedule presentations.	List has been created.	8/24	<p>Completed: Target List has been created for 8 PTAs and organizations in the prosperity zip codes.</p>
	4.0.2 - Schedule presentations and provide organizations with collateral materials regarding CSDB services.	Presentations are conducted with the targeted organizations.	3/25	<p>On Target: Staff presented info on CSBD services to:</p> <ol style="list-style-type: none"> 1) 7/31 Students enrolled in Broward College's Broward Up Program 2) 8/1 Urban League of Palm Beach County 3) 8/7 School Board of Broward County 4) 8/20 Healthy Mothers Healthy Babies 5) 9/12 Children's Services Council 6) 9/25 Lauderhill Educational Advisory Committee 7) 10/17 City Manager's Association <p>The following presentations have been scheduled: 1) Childnet – 11/12 2) Broward County Housing Authority 11/13</p>

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

CareerSource Broward Strategic Goal #4:

Encourage job seekers to choose CSBD for comprehensive employment, education, and training services and to connect them to the workforce system using the state's job bank.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
4.1 - Explore marketing campaigns targeting distressed communities to engage barriered populations to make them aware of our services, including occupational and work-based training.	4.1.1 - RFQ to local Marketing Firms/PR Agencies for quotes per the approved Marketing and Communications Plan	RFQ is completed, and the vendor list is created.	11/24	On Target: CSBD is finalizing the RFQ and is on target to publish it in November.
	4.1.2. – Work with vendors to develop a marketing schedule that will engage the targeted audience.	Marketing campaign is implemented. Assess the success of the campaign using the system developed in 2.0	3/25	On Target: CSBD is already providing outreach to the distressed communities to engage barriered populations to make them aware of our services, including occupational and work-based training. We will refresh our approach and materials once vendors are selected and procured.
4.2 - Continue to use testimonials from our customers.	4.2.1 - Establish brand ambassadors at one-stop centers to record real-time testimonials.	Staff are identified	7/24	Completed: Each Center Manager has identified a staff person.
	4.2.2 - Train staff on how to identify customers, show examples of good testimonials, and provide sample questions to use when recording testimonials.	Staff ambassadors are trained to record quality testimonials and will submit a minimum of 3 per month regionally.	11/24	On Target: CSBD's Operations team is working with Communications staff to develop training materials so that staff can capture quality testimonials. A testimonials page on our website is being developed and will go live in November. Marketing materials, including a QR code to the page, are in development as a source for hearing directly from job seekers who have used our services.
	4.2.3 - Utilize the testimonials online as per the approved Marketing and Communications Strategic Plan.	A minimum of 5 testimonials are published via social media.	2/25	On Target: A testimonials page on our website is being developed and will go live in November. The employer page is in the testing phase and the job seeker page will be established after. Once finalized, jobseekers will easily be able to share their video testimonials by scanning a QR code and attaching their video file.

STATE STRATEGIC GOAL: Lead the Nation in Economic Growth and Prosperity by Supporting Talent and Business Development.

CareerSource Broward Strategic Goal #4:

Encourage job seekers to choose CSBD for comprehensive employment, education, and training services and to connect them to the workforce system using the state’s job bank.

Objective	Next Steps	Benchmark / Performance Measures	Due Date	Comments
4.3 - Produce short videos to highlight services.	4.3.1 - Assess the feasibility of engaging college interns to create video reels for social media on behalf of CSBD.	A decision is made regarding interns.	11/24	<p>On Target: CSBD is in the process of hiring a part-time Communications Assistant. Interviews have begun.</p>
	4.3.1 - Work with CSBD’s current Videographer vendors to capture videos of signature events which include job fairs.	<p>Videos captured and used to create short promotional videos.</p> <p>Three, 30 - 45 second videos are created to highlight services.</p>	2/25	<p>On Target: The Communications Assistant will be assigned to capture reels of signature events which include job fairs such as:</p> <ol style="list-style-type: none"> 1. Paychecks for Patriots Job Fair 2. State of the Workforce Breakfast & Job Fair 3. Worlds of Work – Youth Career Exploration and 4. SYEP <p>CSBD is also developing podcasts for job seeker audiences featuring guest presentations to include 1) board members 2) stakeholders 3) youth 4) community partners and others based on their topical knowledge.</p> <p>The first podcast has been recorded on the topic of SYEP and we are in the editing phase. We developing a schedule for future podcast topics, speakers and recording dates.</p>

**Overview of the CareerSource Broward Region
Not Seasonally Adjusted
November 15, 2024**

- The unemployment rate in the CareerSource Broward region (Broward County) was 3.3 percent in October 2024. This rate was 0.2 percentage point greater than the region's year ago rate of 3.1 percent. The region's October 2024 unemployment rate was 0.2 percentage point lower than the state rate of 3.5 percent. The labor force was 1,093,498, down 5,178 (-0.5 percent) over the year. There were 36,572 unemployed residents in the region.

Fort Lauderdale-Pompano Beach-Deerfield Beach Metro Division

- In October 2024, nonagricultural employment in the Fort Lauderdale-Pompano Beach-Deerfield Beach MD was 937,200, an increase of 15,500 jobs (+1.7 percent) over the year.
- The Other Services (+11.3 percent); Construction (+4.7 percent); Government (+4.1 percent); Trade, Transportation, and Utilities (+1.1 percent); Leisure and Hospitality (+1.0 percent); and Professional and Business Services (+0.5 percent) industries grew as fast or faster in the metro area than statewide over the year.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the highest annual job growth compared to all the metro areas in the state in the Government (+4,400 jobs) and Other Services (+4,100 jobs) industries.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD was tied for the highest annual job growth compared to all the metro areas in the state in the Trade, Transportation, and Utilities (+2,300 jobs) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the fastest annual job growth rate compared to all the metro areas in the state in the Other Services (+11.3 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD had the second fastest annual job growth rate compared to all the metro areas in the state in the Government (+4.1 percent) industry.
- The Fort Lauderdale-Pompano Beach-Deerfield Beach MD was tied for the second fastest annual job growth rate compared to all the metro areas in the state in the Construction (+4.7 percent) industry.
- The industries gaining jobs over the year were Government (+4,400 jobs); Other Services (+4,100 jobs); Construction (+2,500 jobs); Trade, Transportation, and Utilities (+2,300 jobs); Education and Health Services (+2,300 jobs); Leisure and Hospitality (+1,000 jobs); and Professional and Business Services (+800 jobs).

Note: All data are subject to revision.

Source: Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research.

- The industries losing jobs over the year were Manufacturing (-900 jobs); Financial Activities (-800 jobs); and Information (-200 jobs).

Unemployment Rates (not seasonally adjusted)	Oct-24	Sep-24	Oct-23
CareerSource Broward (Broward County)	3.3%	3.4%	3.1%
Florida	3.5%	3.4%	3.1%
United States	3.9%	3.9%	3.6%

Nonagricultural Employment by Industry (not seasonally adjusted)	Ft. Lauderdale-Pompano Beach-Deerfield Beach Metropolitan Division				Florida			
	Oct-24	Oct-23	change	percent change	Oct-24	Oct-23	change	percent change
Total Employment	937,200	921,700	15,500	1.7	9,971,800	9,847,200	124,600	1.3
Mining and Logging	#N/A	#N/A	#N/A	#N/A	6,000	5,900	100	1.7
Construction	56,000	53,500	2,500	4.7	665,700	638,100	27,600	4.3
Manufacturing	29,800	30,700	-900	-2.9	421,300	425,100	-3,800	-0.9
Trade, Transportation, and Utilities	212,100	209,800	2,300	1.1	2,011,500	1,990,400	21,100	1.1
Wholesale Trade	57,100	55,100	2,000	3.6	408,100	396,800	11,300	2.8
Retail Trade	109,600	111,100	-1,500	-1.4	1,159,800	1,161,900	-2,100	-0.2
Transportation, Warehousing, and Utilities	45,400	43,600	1,800	4.1	443,600	431,700	11,900	2.8
Information	19,900	20,100	-200	-1.0	157,400	156,300	1,100	0.7
Financial Activities	72,500	73,300	-800	-1.1	681,200	686,800	-5,600	-0.8
Professional and Business Services	173,500	172,700	800	0.5	1,632,800	1,628,500	4,300	0.3
Education and Health Services	123,900	121,600	2,300	1.9	1,546,600	1,504,200	42,400	2.8
Leisure and Hospitality	97,000	96,000	1,000	1.0	1,286,000	1,287,800	-1,800	-0.1
Other Services	40,500	36,400	4,100	11.3	383,800	370,000	13,800	3.7
Government	111,900	107,500	4,400	4.1	1,179,500	1,154,100	25,400	2.2

Population	2023	2022	change	percent change
CareerSource Broward (Broward County)	1,962,531	1,946,889	15,642	0.8
Florida	22,610,726	22,245,521	365,205	1.6

Average Annual Wage	2023	2022	change	percent change
CareerSource Broward (Broward County)	\$69,252	\$66,754	\$2,499	3.7
Florida	\$66,444	\$63,781	\$2,663	4.2

Note: All data are subject to revision.

Source: Florida Department of Commerce, Bureau of Workforce Statistics and Economic Research.